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The Shadow of 1992: Thinking About the EEC

Christmas Bookseller Business Survey • Spring Sneak Previews

Do Book Ads Work? • Making Journals Pay: A Talk with Ted Cross

Publishers Weekly

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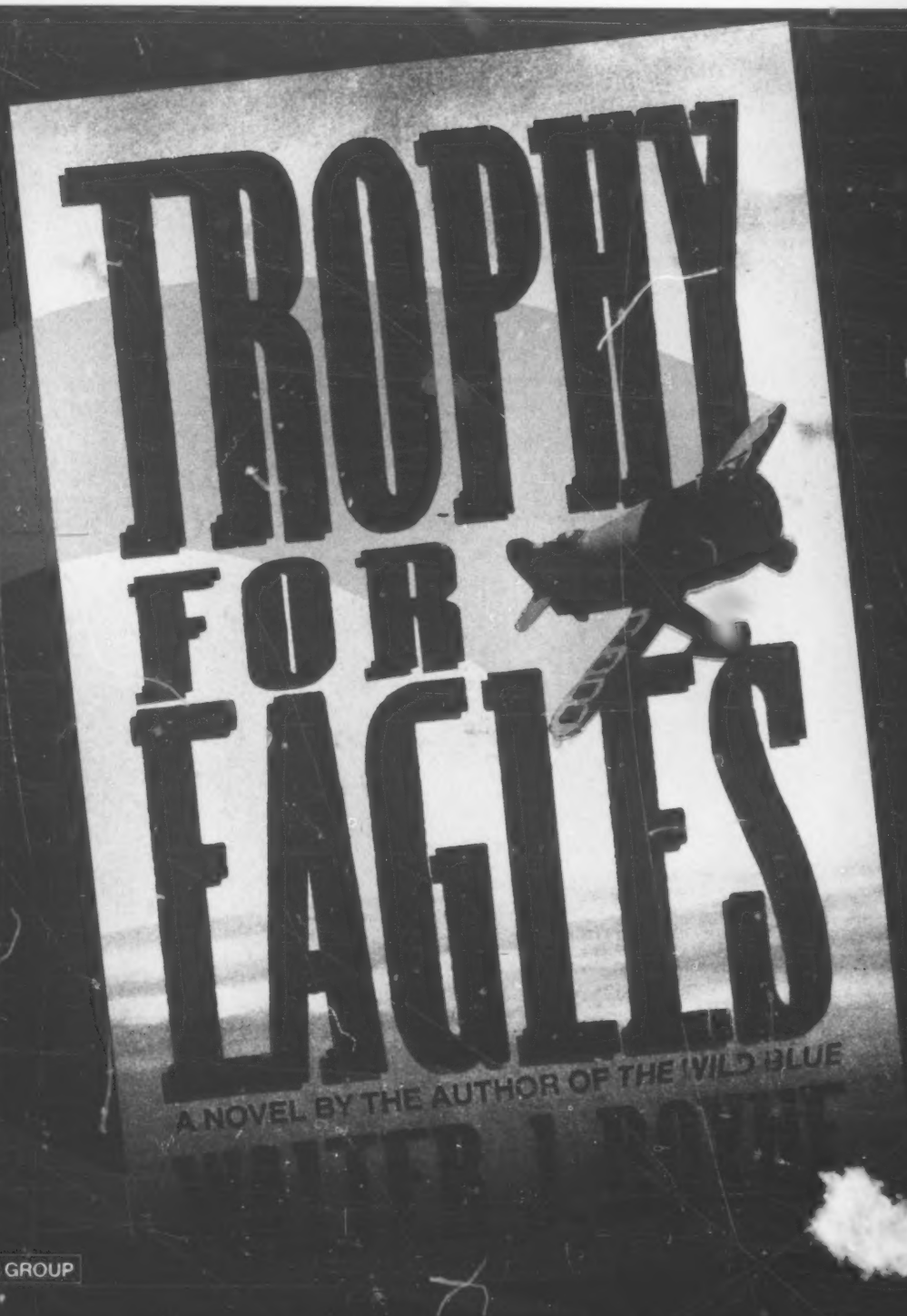


THE CROWN PUBLISHING GROUP

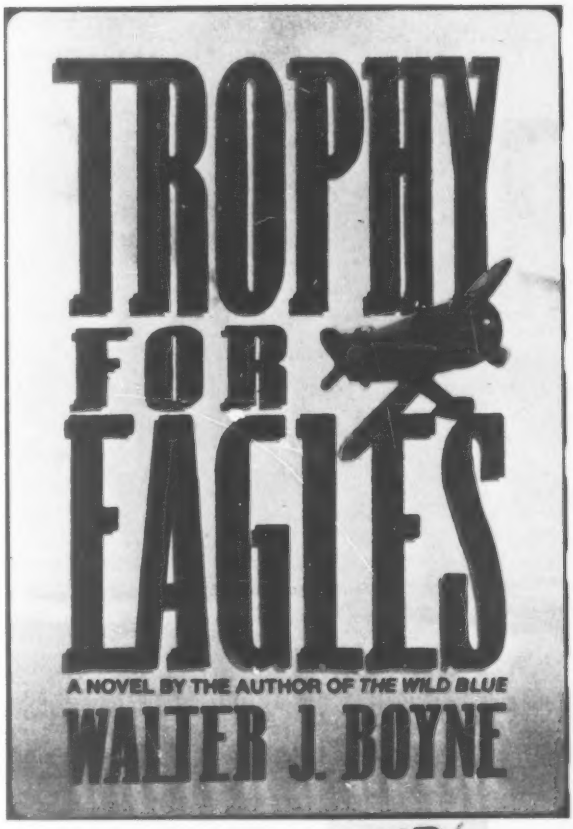
Trophy for Eagles

by Walter J. Boyne

From the co-author and publishers of the national bestseller, *The Wild Blue.*

In 1986, *The Wild Blue* flew onto bestseller lists all over America, and reviewers were ecstatic about it. "A thrilling story...There is no greater drama in our times."—Hugh Sidey, *Time*. "Deserves a place among (such) service epics as *Once an Eagle, From Here to Eternity,* and *Winds of War.*"—*UPI*. Author Walter Boyne has been hailed as one of the country's most knowledgeable aviation writers.

Boyne now gives us a vivid historical novel about the golden age of aviation and the daring pilots who competed for prizes, jobs, love, and glory. At the heart of the story is the fierce rivalry between two men in an America between the wars. Over the course of a decade, as other flyers in their group (including the young Charles Lindbergh, the enigmatic Howard Hughes, and the reluctant aviatrix Amelia Earhart) set records for distance, speed, and human endurance, these sworn enemies will try to destroy each other in the air and on the ground, in flying competitions, business, and finally in war.



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From the first race to cross the Atlantic to the first rumblings of war, this realistically detailed saga is filled with air competitions, dog fights, love, sex, and passion.

100,000-copy first printing and $85,000 national launch budget • Promotional Galley • National Author Tour • Literary Guild Alternate • April (572761) $19.95; 12-copy display unit (572923) $239.40

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CROSS CURRENTS

Maserati's Beverly Hills showroom will be the venue for the publication party for Beth Ann Herman's *Power City* (Bantam), a fictional exposé of the Hollywood PR business that extols the Maserati as the vehicle of ultimate power. Believed to be the first time a major automobile manufacturer has underwritten the promotional launch of a paperback novel, the notion came from Stan L. Friedman of Friedman O'Sullivan Communications, who confesses that he does not drive a Maserati.

Edward Kosner, editor and publisher of *New York,* will also scout for books for Harper & Row as editorial consultant to the adult trade division.

Walter J. Black Inc., recently marked its 65 years in the mail-order business—and its 65 years as a family enterprise. Joining president Theodore M. Black at the celebration were his sons, Walter J. Black II, senior vice-president, and T. Michael Black Jr., analyst for the firm.

Friends and colleagues of Grace Bechtold, former executive editor of Bantam Books who died April 11, have planted a flowering pear in her memory in front of the New School on Manhattan's West 12th Street, the street where she lived.

Moscow's Znaniye Publishing House will print 500,000 copies of Ross Campbell's *How to Really Love Your Child.* First released in 1977 by Victor Books, a division of Scripture Press, the work has already been translated in 17 languages and has 480,000 English copies in print.

We count on "C.J.S.," writing in Lea & Febiger's newsletter, to tell us what's *really* interesting in his company's books. Take *Biology and Diseases of the Ferret* by James Fox. "Exquisitely related," C.J.S. reports, is the Yorkshire pastime of ferret-legging. A competitor ties his trousers at the ankles, inserts two ferrets and secures his belt tightly. "The object is to determine who can withstand the presence of the ferrets in his pants the longest....The current record, as of 1983, stands at an impressive five hours and 26 minutes, held by a 72-year-old Yorkshire man. The contest requires that the ferrets have a full set of teeth."

The top-secret report that everybody would like to peek at but is limited to heads of houses whose firms are members of AAP—the biennial survey on salaries and bonuses of 140 benchmark jobs—is now being prepared for 1989. Because completed questionnaires are mailed directly to the tabulating firm, Organization Resources Counselors, the confidentiality of individual company data is guaranteed. Participants pay $225 for the survey, non-participants pay $435. CEOs may obtain questionnaires from Mary Walling, Association of American Publishers, 220 E. 23rd St., New York, N.Y. 10010.

Industry Revenues Grew 22.4% in 1987, Veronis, Suhler Reports

Book publishing revenues of $6.8 billion in 1987 represented a growth of 22.4%, according to the sixth annual Communications Industry Report by investment bankers Veronis, Suhler & Associates.

The study, which covers financial performances over the five-year period 1983-1987, points out that 1987's growth rate was virtually the same as in the two previous years, reflecting high acquisition activity. Only a modest 7.3% increase in 1984 kept the five-year compound annual rate (18.2%) below 20%.

Among publicly reporting companies, pretax operating income in 1987 grew by 15.3% to $850 million. Over the three previous years, however, the rate averaged 23.7%; for the five-year period it was 21.5%.

Revenue growth leaders in 1987 among publicly owned firms were Harcourt Brace Jovanovich (78.3%), Price/Stern/Sloan (45.5%), Time (43.9%), Western (42.3%) and Grolier (21.0%)

Over the past five years, revenue growth leaders were Gulf + Western (48.6%), Price/Stern/Sloan (33.2%) Bell & Howell (26.2%), HBJ (25.1%) and Macmillan (19.8%).

"Despite the popularity of cable television and the growing usage of home video, book publishing has thrived," the report observes. "Polls indicate that people are reading more, and sales data indicate that they are buying more books."

BOOK INDUSTRY SALES GROWTH, 1987

Category	Dollars	Units
Trade	18.1%	11.4%
Adult	16.6	7.6
Juvenile	24.7	19.4
Religious	6.8	-0.4
Professional	9.8	7.3
Book Club	14.3	6.3
Mail-Order Publications	3.0	0.0
Mass Market Paperback	9.8	2.0
University Presses	9.1	2.3
Elhi Textbooks	3.8	-4.1
College Textbooks	4.0	-5.8
Subscription Reference	-1.3	-6.0
Total	9.8	4.5

Source: Veronis, Suhler & Associates, Book Industry Study Group

Ballinger Moving to New York; Greenberg Named Publisher

Harper & Row has announced that Ballinger Publishing, its professional publishing subsidiary, will be moved from Cambridge, Mass., to Harper & Row's headquarters in New York. The move will take place by mid-January.

Robert L. Beiwen, group vice-president for educational and professional publishing at Harper & Row, said, "It's a small division located off by itself in Cambridge. We have all our joint production services as well as the sales force here. It's just more effective for the company to be in New York."

Mark Greenberg has been named publisher and president replacing Carol Franco. Greenberg was formerly vice-president for marketing and sales at Prentice Hall Information Services. The 14 present Ballinger employees will not make the move to New York.